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Oggetto : Rhea Vendors Group and SECO together
for development and innovation in vending
and new retail

Testo del comunicato

Vedi allegato.

PRESS RELEASE

Rhea Vendors Group and SECO together for development and innovation in vending and new retail

- All new machines by Rhea to be connected to CLEA, the IoT-AI software platform powered by SECO
- Roll-out to start in 2022
- Up to speed, ca. 40,000 new devices per year connected to CLEA

Arezzo/Caronno Pertusella, October 12, 2021 – Rhea Vendors Group SpA (“Rhea”), one of the largest producers of customized vending machines in the world, and SECO SpA (“SECO”), center of excellence in the field of technological innovation for IoT and AI solutions, have signed a partnership agreement for the development of innovative solutions in the world of vending, coffee machines and new retail.

The first step of this partnership envisages the adoption of Clea, the integrated software platform with IoT and artificial intelligence functionalities developed by SECO Mind, on the new generation of Rhea vending machines.

Rhea will use a custom solution powered by SECO, an integrated system combining an edge platform and a human-machine interface which has recently entered the mass production phase.

Clea will be installed on all the Rhea new machines, giving rise to an all-in-one infrastructure which collects data from the field, transfers them to the Cloud and analyzes them in real time, returning high value-added information enabling data-driven business processes.

This will allow Rhea to make its installed base monitoring more efficient and effective, optimizing its asset management costs and, above all, to activate a new set of functionalities available both to its own customers and to the end users.

The installation of Clea on Rhea’s machines will start in 2022, with its up-to-speed deployment on approximately 40,000 units in the forthcoming future.

“We are delighted for this partnership with Rhea, with which we share the passion and the commitment to innovation, quality and sustainability. We are happy to support our clients in a scenario where IoT and Artificial Intelligence are becoming a must-have for every company,” said Massimo Mauri, CEO of SECO.

“Innovation, quality and sustainability have always been the core values of Rhea. We are very pleased to find these same values in SECO, a solid and dynamic company with whom, I am sure, we will share a future of mutual commitment and satisfaction. Implementing and using an IoT-Ai platform like CLEA means keeping in step with a rapidly evolving world, and being able to offer more and more innovative and customizable solutions that will further increase the level of service for our customers”, said Andrea Pozzolini, CEO of Rhea Vendors Group.

ABOUT RHEA VENDORS GROUP

Rhea Vendors Group, founded by Aldo Doglioni Majer in 1960, is one of the largest producers of customized vending machines in the world. For sixty years, Rhea has stood out for its wide international reach, high-level design, state-of-the-art technology, and 'Made in Italy' excellence. With headquarters and manufacturing based in the province of Varese and foreign branches in 9 countries, Rhea is proud of having spread coffee culture to over 90 countries around the world. In the last twenty years, Rhea has laid the foundations for an important transformation: from a global player in vending to a pioneer in the introduction of vending to the hospitality, micro-market, and out-of-home sectors, confirming its mission to interpret and often anticipate a constantly evolving market.

Web: rheavendors.com LinkedIn: [Rhea Vendors Group](#) Instagram [Rheavendorsgroup](#) Facebook: [Rhea Vendors](#)

SECO Mind

SECO Mind, a SECO Group company, specializes in Artificial Intelligence and IoT. The company has Clea as a core product, a highly customizable platform that collects and analyzes data from sensors in the field to provide real-time insights, offering a complete solution for the creation of new generation digital services and enabling new business models for end customers

For more information: <https://www.seco.com/en/seco-mind>

SECO

SECO (IOT.MI), listed on the Italian Stock Exchange (STAR segment), develops and manufactures cutting-edge technological solutions, from miniaturized computers to fully customized integrated systems combining hardware and software. SECO also offers Clea, a proprietary end-to-end IoT-AI analytics software suite, made available on a SaaS basis, that allows clients to gather insightful data from their on-field devices in real time. SECO employs over 500 people worldwide and operates through 3 production plants, 6 R&D hubs and sales offices in 9 countries. With a turnover of more than €75 million as of December 31, 2020, SECO serves more than 200 blue-chip customers which are leaders in their respective fields, including Medical, Industrial Automation, Aerospace & Defense, Fitness, Vending and many other sectors. SECO R&D capabilities are further enhanced by long-lasting strategic partnerships with tech giants and collaborations with universities, research centers, and innovative start-ups. Corporate social responsibility is part of the strategy of SECO, that undertakes several actions to reduce its environmental footprint and increase its impact on its people and local communities.

For more information: <http://www.seco.com/>

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